

IN THE SPECIFICATION:

The specification as amended below with replacement paragraphs shows added text with underlining and deleted text with ~~strike-through~~.

Please REPLACE paragraphs [0006]-[0010] with following paragraphs:

[0006] In the prior art, however, However, with the prior art, in the case where the information distributor such as the broadcasting station, etc. distributes the information attached with no advertisement but with the charge, even when the user wishes to see the information ~~with free of charge~~ the information free of charge, even if the advertisement is attached to it the information is attached with advertisement, the user is unable to receive the information thereof free of charge and to record the information ~~but the user is unable to receive and record the information free of charge regardless of with or without advertisement.~~

[0007] Further, heretofore, the information distributor such as the broadcasting station, etc., has hitherto-distributed an information free of charge by attaching the advertisement to the information, with the advertisement information attached to the information, however, there recently increases a case in which But, recently, it is on the increase that the information distributor such as the broadcasting station, etc., too, distributes an information with a charge by not attaching the advertisement to it.

[0008] Moreover, in the case of attaching the advertisement information to the information to be distributed, when the advertisement information is attached to the information to be distributed, only the information distributor such as the broadcasting station, etc. can select contents of the advertisements to be distributed. As a result, the majority of users watch see the same advertisements and are imposed to watch forced to see unnecessary advertisements, wherein the advertisements which are distributed to each user can not be differentiated minutely according to age groups, their favorites, etc. and the like.

[0009] Further, generally, when the information distributor such as the broadcasting station, etc. adopts any one of the case of distributing one piece of information as the free of charge information with the advertisement information, and the case of distributing the information as

~~paid-for information with no advertisement information distributes a piece of information, the information distributor distributes the piece of information with the advertisement information attached at free of charge, or distributes the information without the advertisement information attached, but with a charge. But the information distributor does not take such a changeover that the information with the advertisement information which is distributed as a free-of-charge information is changed to the information with no advertisement information which is distributed as a paid-for information~~ change this manner, that is, changes the manner of distribution of the free-of-charge information with the advertisement attached, to the manner of distribution of the charged information without the advertisement information attached.

[0010] As a result, despite the fact that there are the users who want to record the information distributed free of charge even with the advertisement information attached and users who do not care for being charged but want to get the advertisement information removed, and nevertheless, and there are users who desire not to have the advertisement information attached to the information even the information is distributed at a charge, the information distributor such as the broadcasting station, etc., does not provide intricate complicate services of performing making both types of information distributions in order to meet those demands, and of changing the type such as changing a paid-for information distribution to a free-of-charge information distribution nor changing the distribution of the charged information to the distribution of the free-of-charge information. Hence, there was a case of being unable to meet the desires of the users where the user's desire was not met.

Please REPLACE paragraph [0030]-[0041] with following paragraphs:

[0030] One example of the operation of the invention will be explained. In the present invention, for instance, the advertisement insertion terminal of the user receives an arbitrary piece of advertisement information from an advertisement agent establishing a contract, and records the information by inserting the advertisement information into the information distributed with a charge an advertisement information from the contracted advertisement agent, and inserts the advertisement information into the information distributed with a charge, and records the information with the advertisement information. Herein, for instance, a broadcasting station may be exemplified as the information distributor, however, the invention is not limited to the broadcasting station as the information distributor Here, as the information distributor, for example, a broadcasting station may be exemplified. However, with the present invention, the

information distributor is not limited to the broadcasting station.

[0031] The advertisement insertion terminal inserts the advertisement information into the received information, thereby imposing the advertiser to pay a charge for, e.g., a chargeable broadcast to the information distributor such as the broadcasting, etc. By inserting the advertisement information into the received information, the advertisement insertion terminal has the advertiser pay, for example, a charge for a charged broadcast to the information distributor, such as the broadcasting station. Then, the user is able to record the information of the chargeable charged broadcast as a piece of free-of-charge information or as the information with a benefit to the user.

[0032] Thus, a service for inserting the advertisement information into the information and having these pieces of information recorded recording the information with the inserted advertisement information, will hereinafter be called a picture/sound recording a picture recording/sound recording instruction service. Note that, with the present invention, in the case of recording the information, image information involves a picture recording process, and sound information involves a sound recording process when an image information is to be recorded, it is called a picture recording process, and when a sound information is to be recorded, it is called a sound recording process. Further, in the following discussion, the record of the information might simply be referred to as picture recording of the information, however, in a case where the information contains sound information and the image information as well, simply performing the picture recording process might contain a sound recording process without any definite description expressly refers to the sound recording process.

[0033] In the With the present invention, an advertisement insertion server of a picture/sound recording a picture recoding/sound recording instruction service provider such as the advertisement agent, etc., transmits to the advertisement insertion terminal of the user, such as the advertisement agent, transmits to the advertisement insertion terminal of the user by associating (1) the advertisement information provided by the picture/sound recording instruction service provider such as the advertisement agent, etc., wherein the advertisement information containing multimedia information such as an advertisement moving picture, an advertisement still picture, an advertisement voice, advertisement characters and an advertisement link or an

arbitrary combinations thereof and (1) the advertisement information, which is provided by the picture recording/sound recording instruction service provider such as the advertisement agent, and containing the information such as an advertisement moving picture, an advertisement still picture, an advertisement voice, advertisement characters and an advertisement link or any combinations thereof, with, in some case, (2) the picture/sound recording instruction information indicating the advertisement information being inserted into the information to be distributed. The advertisement information is associated with the picture/sound recording instruction information in a fixed case (2) the picture recording/sound recording instruction information indicating the insertion of the advertisement information into the information.

[0034] Herein, the process of associating the advertisement information with the picture/sound recording instruction information implies Here, associating the advertisement information with the picture recording/sound recording instruction information means is, for instance, that the advertisement information is linked to the picture/sound recording the picture recording/sound recording instruction information. Accordingly, the advertisement information being linked to the picture/sound recording instruction information, the advertisement information and the picture/sound recording so long as the advertisement information is linked to the picture recording/sound recording instruction information, the advertisement information and the picture recording/sound recording instruction information may be transmitted together or may be transmitted separately to the advertisement insertion terminal from the advertisement insertion server.

[0035] Note that there is also a case where the advertisement insertion terminal may generate the picture/sound recording instruction information as well as being a case where the advertisement insertion server generates and transmits the picture/sound recording instruction information to the advertisement insertion terminal not only the case where the advertisement insertion server generates the picture recording/sound recording instruction information and transmits it to the advertisement insertion terminal, but also there is a case where the advertisement insertion terminal generates the picture recording/sound recording instruction information. In this case, it is unnecessary to transmit the picture/sound recording instruction the picture recording/sound recording instruction information to the advertisement insertion terminal from the advertisement insertion server.

[0036] ~~ON At~~ the user's advertisement insertion terminal, ~~on the occasion of~~ when recording the information which has been broadcast with a charge such as a TV program, etc., (3) the advertisement information is inserted into the program information ~~on the basis of~~ based on the picture/sound recording the picture recording/sound recording instruction information when performing the picture/sound recording of the program information.

[0037] ~~Hereat, on the occasion of~~ Here, when inserting the advertisement information into the information, the advertisement information may be inserted into the head of the information, or the advertisement information may also be inserted into the information in accordance with a piece of information for inserting the advertisement information, this piece of information being contained in the picture/sound recording instruction information which is contained in the picture recording/sound recording instruction information.

[0038] It is to be noted that the benefit given to the user in the invention can be exemplified such as money, a variety of points, a premium, provision of a service and arbitrary combinations thereof by way of one example, with the present invention, for the benefit given to the user, it may be made, for example, in the form of money, a variety of points, a premium, provision of a service and any combinations thereof. Further, for the device for managing the benefits pertaining the users can be exemplified such as the advertisement insertion server. Moreover, the terminal utilized by the user can be exemplified such as the advertisement insertion terminal to be given to the users, the advertisement insertion server may be exemplified. Moreover, for the terminal utilized by the user, the advertisement insertion terminal may be exemplified.

[0039] According to the present invention, the user can receive the advertisement information showing an advertisement having a content prepared independently by the picture/sound recording instruction service provider, and can insert the advertisement information into the picture/sound recording program information the advertisement information showing an advertisement having a content prepared independently by the picture recording/sound recording instruction service provider, is received by the user, who can insert the received advertisement information into the information of a program for performing the picture recording/sound recording, whereby the picture/sound recording the picture recording/sound recording instruction service provider can gain obtain a revenue from the advertiser.

[0040] The user, who establishes a contact with the picture/sound recording instruction service provider who made a contract with the picture recording/sound recording instruction service provider, receives the advertisement information and records the information by inserting the advertisement information into the information distributed, inserts the received advertisement information into the information distributed as a chargeable broadcast, and records the information with the advertisement information inserted therein. The user inserts the advertisement information into the information, thus imposes the advertiser to pay a charge for the chargeable information to the information distributor such as the broadcasting station, etc., and can record the information as the free-of-charge information or as the information with the benefit By inserting the advertisement information into the received information, the user has the advertiser pay, for example, a charge for a charged broadcast to the information distributor, such as the broadcasting station, whereby, the user is able to record the distributed information as a free-of-charge information or as the information with benefit to the user.

[0041] Further, by selecting the picture recording/sound recording instruction service provider, the user can select the advertiser suited to a the user's own merit desire. Moreover, the advertiser, the advertiser's own advertisement being surely watched by the users, can increase the effectiveness of advertising, and further gains a support of purchase of the commercial article through the advertisement In this way, the advertiser's own advertisement is sure to be viewed by the user, so that the advertiser can improve the advertisement and promotion effects, and further to be able to provide a support for the goods to be purchased by the user through such advertisement. The chargeable information distributor has no necessity of providing the service for distributing the chargeable information free of charge as the user desires, thereby eliminating the necessity for the complicated processes Still further, the distributor, who distributes the information with a charge, will be no longer required to provide the service for changing the charged information distribution to the free of charge information distribution, as the user desires, thereby the complicated processes will no longer be required.

Please REPLACE paragraph [0070]-[0096] with following paragraphs:

[0070] Next, a specific example of the architecture a description will be made of a specific example of the configuration of the system utilizing the an embodiment of the advertisement insertion terminal

according to the present invention, will be explained with reference to FIG. 3. FIG. 3 is a view of the architecture a diagram of the configuration of the system utilizing the one embodiment of the advertisement insertion terminal according to the present invention.

[0071] In the system shown in FIG. 3, a home 301 and a picture/sound recording picture recording/sound recording instruction service 302 309 are connected to each other via a network 303. This network 303 can be exemplified such as the Internet For this network 303, for example, Internet may be exemplified. Further, this network 303 can involve the use of may use a CATV network, telephone lines, etc. and the like.

[0072] Moreover, a chargeable charged broadcasting station 304 broadcasts a chargeable charged broadcast as the information to the of the present invention to a tuner 306 in the home 303 301. Further, an advertiser 305 sends a payment of an advertisement charge transmits to an advertisement information management unit 313 of an advertisement insertion server 302, a payment of an advertisement charge, an order of the advertisement and the advertisement information to the advertisement information management unit 313 of the advertisement insertion server 302.

[0073] The home 301 is equipped provided with the tuner 306, the program picture/sound recording a program picture recording/sound recording terminal 307 for recording the information on a hard disk and or on a video tape, and an advertisement insertion terminal 308. The A recording medium used by the program picture/sound recording picture recording/sound recording terminal 307 is not limited to anything particular.

[0074] The advertisement insertion terminal 308 includes a picture/sound-recording picture recording/sound recording condition notifying unit 310 for receiving a piece of accounting information on the chargeable broadcast from the tuner 306 and sending the accounting information and a picture/sound-recording condition to an accounting management unit 314 on the basis of the information given from a picture/sound-recording instruction executing unit 312 which receives from the tuner 306 a charge account information with respect to the charged broadcast, and, at the same time, transmits to a charge account management unit 314 the charge account information and the state of picture recording/sound recording based on the

information from a picture recording/sound recording instruction executing unit 312; a program table display selection unit 311; and the picture/sound recording picture recording/sound recording instruction executing unit 312. Further, the picture/sound recording picture recording/sound recording instruction service 302 309 includes an advertisement insertion server 309 302.

[0075] The advertisement insertion server 309 302 includes, an advertisement information management unit 313 for selecting an advertisement to be inserted into a specified program or an unspecified category of program by, e.g., a bid, an accounting management unit 314 a program of a certain genre by, for example, a tender; the charge account management unit 314; an Internet program table transmitting unit 315; an advertisement information transmitting unit 316 for transmitting the advertisement information selected by the advertisement information management unit 313 to the picture/sound recording picture recording/sound recording instruction executing unit 312 of the advertisement insertion terminal 308; and a picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317.

[0076] Note that the function of the picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317 can be provided on the side of the home 301. In this case, the picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317 of the advertisement insertion server 309 302 is not required. For example, the advertisement insertion terminal 308 may be provided with the function of the picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317.

[0077] Next, an operation of the system shown in FIG. 3 will be explained a description will be made of an operation of the system shown in FIG. 3. At first, FIG. 4 shows a flowchart of an operation of the advertisement insertion server 309 302 illustrated shown in FIG. 3. To start with, the Internet program table transmitting unit 315 specifies the advertisement insertion terminal that accesses has accessed to the advertisement insertion server 309 302 (S401).

[0078] Subsequently, the Internet program table transmitting unit 315 sends transmits a program

table to the advertisement insertion terminal of a user, and prompts the user to select a want-to-record program by displaying the program table to the user lets the user view the program table to enable the user to select a program which the user desires to record (S402). Herein Here, the program table displayed to be shown to the user will be explained referring to FIG. 5A and FIG. 5B described with reference to FIG. 5. FIG. 5A and FIG. 5B FIG. 5 is a schematic chart diagram showing one example of the program table displayed to be shown to the user when the advertisement insertion terminal of the user accesses has accessed to the advertisement insertion server in the system utilizing in the system in which one embodiment of the advertisement insertion terminal according to the invention, is used.

[0079] As shown in FIG. 5A 5 (a), a date 501, start/end starting and ending time 502, a channel 503 and a program information 504 are indicated in the program table displayed to be shown to the user. Then, as shown in FIG. 5B 5(b), the program information 504 contains pieces of information such as a program category code information including, for example, a program genre code, a program code, a program name, a program content, an audience charge, an advertisement preferential charge and the picture/sound recording picture recording/sound recording instruction information, whereby the user can confirm the information. Note that the information about the picture/sound recording instruction information relating to the picture recording/sound recording instruction information is shown in, e.g. for example, FIG. 7 which will be given later on described later.

[0080] Next, in S402 shown in FIG. 4, when the user selects a program to be recorded, the program table display selection unit 311 sends transmits the information about of the program selected by the user to the picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317.

[0081] Subsequently, the picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317 confirms pieces of information about the advertisement inserted into the program selected by the user on the basis of the information regarding the advertisement to be inserted into the program selected by the user, based on the advertisement information management table recorded in the advertisement information management unit 313 (S403).

[0082] Herein Here, the pieces of information about the information regarding the advertisement to be inserted into the program selected by the user, and which is confirmed by the picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317, are contains, for example, a content of the advertisement, time when inserting the advertisement into the program, and so on a time at which the advertisement is inserted into the program, and the like.

[0083] Herein, an advertisement information management table recorded in the advertisement information management unit 313, will be explained with reference to FIG. 6A and FIG. 6B Here, a description will be made of an advertisement information management table recorded in the advertisement information management unit 313, with reference to FIG. 6. FIG. 6A and FIG. 6B FIG. 6 is a conceptual chart diagram of the advertisement information management table recorded in the advertisement information management unit 313 in the system utilizing, in the system in which one embodiment of the advertisement insertion terminal according to the invention, is used.

[0084] FIG. 6A 6(a) is a conceptual chart diagram of the advertisement information management table recorded in the advertisement information management unit 313. FIG. 6B unit 313, and FIG. 6(b) is a conceptual chart diagram of a customer company demand destination information indicating a demand destination of a customer company as a bidding advertiser identified by a piece of bidding advertiser identifying information of a billing destination information indicating the billing destination of a customer company which is a bidding advertiser identified by a bidding advertiser identifying information in the advertisement information management table.

[0085] The advertisement information management table contains therein, as items, a program or category genre identifying information, a predicted distribution count predicted number of distributions, an advertisement time range frame, bidding advertiser identifying information, a desired maximum advertisement count desired maximum number of advertisements, a distribution priority the order of priorities for distributions, a bidding price, an advertisement information identification code, a distribution predicted advertisement count predicted number of advertisements for distribution, an actual advertisement count and an advertisement expenditure

paid the actual number of advertisements, and advertisement fees paid.

[0086] The program or category genre identifying information indicates a program name or a category genre of the program. The predicted distribution count number of distributions indicates a predicted value of the number of the advertisement insertion terminals to which the program information is distributed of the distribution destination of the information of a program. The advertisement time range shows a plurality of different time ranges frame shows a plurality of time frames which differ in terms of time, in the program into which the advertisement is inserted.

[0087] The bidding advertiser identifying information indicates the information of the advertiser desiring for the insertion of the advertisement into the program. The desired maximum advertisement count number of advertisements indicates the number of the advertisement insertion terminals in which the information of the advertisement desired by each advertiser is recorded. The distribution priority order of priorities for distributions indicates a predetermined range of priority for every advertiser a degree of priority of a predetermined frame per each advertiser. This priority is generally coincident with a value of the bidding price This degree of priority is generally in coincident with the largeness of the bidding price, however, there might be a case of being uncoincident with the bidding price, taking elements other than the bidding price into consideration where elements, other than the bidding price, are taken into consideration, so that the degree of priority does not coincide with the bidding price.

[0088] The bidding price indicates a monetary price as a benefit given to the user in a case where, when each advertiser inserts the advertisement information into a predetermined time range frame and the user records the advertisement information on in the advertisement insertion terminal. Note that, in the present invention, the benefit given to the user is not limited to the money and may be various types of points according to the invention, and it may be various types of points.

[0089] The advertisement information identification code indicates an identification code of the advertisement information inserted by the individual advertiser into the program to be inserted into the program by each advertiser. The distribution predicted advertisement count number of

predicted advertisements for distribution indicates the number of the advertisement insertion terminals of the users, to which the user to whom the advertisement information of every each advertiser is distributed, which is determined based on the predicted distribution count by the predicted number of distributions, the desired maximum advertisement count and the distribution priority desired maximum number of advertisements, and the order of priorities for distributions. The actual advertisement count indicates the number of the advertisement insertion terminals to which the advertisement is distributed at the present.

[0090] The advertisement expenditure paid advertisement fee paid indicates whether or not each advertiser has paid an advertisement expenditure fee to a company providing the picture/sound recording picture recording/sound recording service of the present invention. On the other hand, the customer company demand destination information shown in FIG. 6B the billing destination information of the customer company shown in FIG. 6(b) contains, as items, bidding advertiser identifying information, a demand billing destination, a telephone number and a person in charge.

[0091] Next, the discussion gets back to the explanation returns to the description of the flowchart in FIG. 4. The picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317 creates, based on the confirmed advertisement information, the picture/sound recording instruction information generates the picture recording/sound recording instruction information based on the confirmed advertisement information (S404). Herein, the picture/sound recording instruction information created by the picture/sound recording instruction information generating/transmitting unit 317, will be explained with reference to FIG. 7A and FIG. 7B Here, a description will be made of the picture recording/sound recording instruction information generated by the picture recording/sound recording instruction information generating/transmitting unit 317, with reference to FIG. 7.

[0092] FIG. 7A and FIG. 7B is a conceptual chart FIG. 7 is a conceptual diagram showing a structure of the picture/sound recording picture recording/sound recording instruction information created generated by the picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317 in the system utilizing, in the system in which one embodiment of the advertisement insertion terminal according to the present invention, is used.

[0093] In the example shown in FIG. 7A and FIG. 7B in FIG. 7, there are exemplified two cases where piece of picture/sound recording instruction information are given as the picture/sound recording instruction information of a type 1(FIG. 7A) in the case of inserting a CM (Commercial Message: an advertisement) in a way that specifies a program, and given as the picture/sound recording instruction information of a type 2(FIG. 7B) in the case of inserting the CM (Commercial Message) in a way that specifies a channel and a category of the program two (2) types of the picture recording/sound recording instruction information, that is, a type 1 refers to the picture recording/sound recording instruction information when a CM (advertisement) is inserted by specifying the program, and a type 2 refers to the picture recording/sound recording instruction information when a CM (advertisement) is inserted by specifying the channel and the genre of the program.

[0094] As shown in FIG. 7, both of the type 1 and the type 2 have items such as a channel, start date/time, end date/time each of types 1 and 2 of the picture recording/sound recording instruction information has items such as a channel, starting date and time, ending date and time, an advertisement (1) information identification code, an advertisement (1) information inserting position, an advertisement (2) information identification code, an advertisement (2) information inserting position, and, the same items from (3) onward (in the case of inserting three or more pieces of advertisement information).

[0095] Further, the type 1 contains a program code as an item. Further, the type 2 contains a program category as an item regarding the points of difference between the type 1 picture recording/sound recording instruction information and the type 2 picture recording/sound recording instruction information, the type 1 contains, as an item, a program code of a specified program which is a direct object of the picture recording, and the type 2 contains, as an item, a program genre to which the program of the object of the picture recording belongs. Moreover, in the type 2, for instance, a CM video stream corresponding to "/cm/koukoku4592.mpg" in the advertisement (1) information identification code is set as the advertisement information, and, for example, a CM video stream corresponding to "/cm/koukoku0123.mpg" in the advertisement (2) information identification code is set as the advertisement information. Further, in the case of the type 2 picture recording/sound recording instruction information, the identification code of the advertisement information to be inserted is related to a CM picture stream. Specifically, in the

type 2 picture recording/sound recording instruction information, for the advertisement (1)
information identification code "/cm/koukoku4592.mpg", and for the advertisement (2)
information identification code "/cm/koukoku0123.mpg", a CM picture stream is set, respectively,
as the advertisement information.

[0096] Next, the discussion gets back to the explanation returns to the description of the flowchart in FIG. 4. The picture/sound recording picture recording/sound recording instruction information generating/transmitting unit 317 and the advertisement information transmitting unit 316 transmits transmit, to the picture/sound recording picture recording/sound recording instruction executing unit 312 of the advertisement insertion terminal designated by the user, the picture/sound recording picture recording/sound recording instruction information and the advertisement information in a way that associates these pieces of information by associating them with each other (S405). Herein, the process of associating the picture/sound recording instruction information and the advertisement information with each other involves Here, regarding associating the picture recording/sound recording instruction information and the advertisement information with each other, it can be considered, assigning an advertisement information identification code transmitted by the advertisement information transmitting unit 316 to the picture/sound recording instruction information that, for example, as shown in FIG 7, an identification code of the advertisement information, which is to be transmitted by the advertisement information transmitting unit 316, is given to the picture recording/sound recording instruction information.